

# THE ANATOMY OF A SEARCH PERSONA

**Why should your business consider developing search personas?** You should know that developing search personas help to cultivate focused data driven decision making for Online Marketing solutions. Search personas are more than just a look into the unique minds of your consumers but a pathway to solutions that may better suit their needs.

## 1. Situational Bio

- Name
- Location
- Age
- Tech. Usage
- Title/Org. Position

**Why?** To help keep communication focused on human interaction and engagement of the site.

## 2. Pain Points

Describing what problem they want to solve

**Why?** Identify why searchers are searching.

## 3. Search Queries

Listing of keywords used by searcher to find pain point solutions

**Why?** Know what/how to talk about solutions.

## 4. Solutions

Identify or create content that addresses pain point that uses search query vocabulary

**Why?** Provide a way for searchers to find your site.

## 5. Call To Action

The purpose of your site

**Why?** Prompt the searcher to convert.

## 6. Metrics

Ranking  
User Engagement  
Conversions

**Why?** Measure the success of the changes made. Metrics should help in making decisions for additional changes based on performance.

**apogee**  
RESULTS

The Online Marketing Authority